

Mansfield ISD respectfully requests a variance to install a digital marquee sign for The Center for Performing Arts on Debbie Lane. The current sign is limited in the information we can display and is difficult to read, which creates potential traffic hazards as people slow down to read. The variance is needed because the new sign we prefer to install, which will replace the existing sign located on the main entry driveway, will be taller and wider than is currently allowed. The new design compliments the stainless steel columns of the main building and will be very easy to read and will have almost unlimited ability for clear messaging. A complete new foundation and mounting system will be required as shown on the agenda attachment.

Mansfield ISD continues to promote and enrich the arts by attracting Grammy Award winning artists to perform at the Center. Artist Kirk Franklin has performed at the Center and Amos Lee is scheduled to perform this December. In addition to mainstream performances, the district produces many school-related programs as well as programs that serve the entire community.

Toys for Tots has become the largest Toy Drive in the metroplex and the District's Multi-Cultural Community Event is the largest event of its kind. The Center also hosts the Mansfield Fire Departments Fire Palooza teaching our children fire safety. We expect our partnership with the city of Mansfield to continue to grow.

To promote and advertise these performances, the district hopes to install a high-definition sign that is easily visible to the thousands of residents that travel Debbie Lane daily.

The district will partner with the city Of Mansfield to advertise city events on the new sign at no cost to the city. These may include concerts at The Lot, parades, Third Thursdays and many other city events. Voting dates and times, community events, and special notices are just a few examples of the many advertising opportunities available to the city.